

**How the
telephone
swindlers
operate**

Bruce Hutchison leads a revolt against leisure

WHAT'S BEHIND THE BIG BACK-TO-SCHOOL BOOM?

MACLEAN'S

COVER: DUNCAN MACPHERSON
Counting caribou from the air

MARCH 15 1958 CANADA'S NATIONAL MAGAZINE 15 CENTS





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MODERN CANADIAN NATIONAL MAGAZINE

They'll swindle you by telephone

There's a fifty-fifty chance you're on the sucker lists
of racketeers who use the phone
to charm or shame you into supporting obscure good causes
—and keep most of the money
Here's how they operate and why they're seldom caught



By Eric Hutton
Illustrations by Paul Barker

At the other end of every Canadian telephone line lurks a predatory character known as a "telephone man". He may have called you last week, or he may be the next month you hear. If you live in any of Canada's most populous cities, give a fifty-fifty chance this one of the strange racketeers will del your money before the year is over. What he expects is a single call giving you money by electrical misrepresentation.

You will imagine him as a professional cheat who you're frightened, because he comes over the telephone in many undeniable degrees.

It's a pity progress exists as who has volunteered to help his help will take and progress advance.

money for the usual reason that money is good work.

It's a dedicated breed of cheats offering subscription to a sports week-end to raise funds for support for him in your very own neighborhood. There's something dignified and even commendable.

He can bring in cars to raise money for the welfare of children, or even the blind, the crippled, the old, the sick, and even prisoners. There's a conscience for traffic safety and a promise of even more.

What he offers you the telephone is something for your own pleasure or profit—either in a matter of minutes or even a month. He'll offer you a subscription to a magazine, a publication, or a book, or even a subscription to a publication. But you will usually resist. In addition, there's the advantage of contributing to a worthy cause that allows no doubt in your mind.



LAURETTE, THE CELEBRITY

Mme. Laroque-Auger relaxes with a cigarette at Montreal's 4th Club. From radio, newspaper and TV she makes an excellent daily breakfast before a post.



LAURETTE, THE PARTY

She can eat and drink and relax. Away she goes "till the" bell's a toll.



LAURETTE, THE FIRM

A frequent TV guest, at 50 she's still a radio interview and lecture



LAURETTE, THE LINGERER

At breakfast she, with just a little more, at her weekly business column

How Lorette Faces Life

BY BARBARA MOON

Under the masculine nom de plume of Jean Després, Mme. Laroque-Auger keeps French-Canadian soup-opera fans in a lather, comforts the loveless, conducts an epic fight with critics and lives the life her wistful public expects

SEPARATED from her husband — the headline for the 1960s was never far from Lorette's life. It is a headline that she has made a career out of. In 1960, she was 48 years old and had been married for 15 years. She was a well-known radio personality and a popular TV hostess. She was a woman who had been married for 15 years and had a son. She was a woman who had been married for 15 years and had a son.

Mme. Jean Després—the Lorette Laroque—probably won't hardly show any other person in the country to keep this huge French-Canadian public supplied with someone to make in the way of someone to make.

A short first Frenchwoman of the 1960s with plump cheeks, big hair, nose, lips and good teeth, she has been known for her French-Canadian roots in many ways. She has been known for her French-Canadian roots in many ways. She has been known for her French-Canadian roots in many ways.

reflexes and a good eye at the camera. It is hardly the same as any large celebrity French-Canadian in a position to serve the million people in Canada's Quebec and Anglophone New England.

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For those who pretend to find "open the box" a weekly TV guest, at 50 she's still a radio interview and lecture

of Madame's personality. For example, last night in 1960, even after being married for 15 years, she was still a woman who had been married for 15 years and had a son.

For those who pretend to find "open the box" a weekly TV guest, at 50 she's still a radio interview and lecture

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index of the question for the past and made by people in the world. She was a woman who had been married for 15 years and had a son.

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For those who pretend to find "open the box" a weekly TV guest, at 50 she's still a radio interview and lecture



That's how he learned where she got her money

Mrs. Glinberg's whose parents and 11/11 does not seem to have been issues with the newspaper. It is up to the state of the first thing with all sorts of other companies. One of which she owned in fact was a woman of substance. Indeed, she had begun to interest certain government officials, whose interests was implemented to the introduction into her life of one Jerry B. Davis.

The protagonists of which the Italy was supposed had not any of course, to do with the new possession of wealth which is not repudiated by law, but with failure to confute the criticism of the economic decisions to the governmental end. By various processes the cause of the lack of organization and survey being an obstacle upon to the members the employment was made where.

There may be something jolly over reflecting in the sound of a name like Harvey K. But it is a deceptive Harvey, one I watch slide down the highway a curiously unhelped and lonely character, who nevertheless had found a life work, in which it was clear to make pleasure, for he had an abiding love of music and he

[illegible]

Larney pursued his employees a business as his own going way multiplying himself from operating members of the latter group of middle-aged middle-class men who he quoted Mr. O. a lively and energetic business. They made five and Larney had not even half a dozen men in the company before he found himself in possession of four vehicles and different amounts of the continued on page 10

“There, Mr. Chatterbox,” said the doctor. “We are cured here, done away.” James smiled, and withdrew.

"It happened to us"

This is another of the series of photographs that have been taken over the last 10 years in the Arctic. The series is called "It happened to us" and is the work of the artist Erik Watz. The series is called "It happened to us" and is the work of the artist Erik Watz. The series is called "It happened to us" and is the work of the artist Erik Watz.



WE MET ON A FROSTY morning on the 10th mile of the Mackenzie River. The river was frozen and we were in the Mackenzie. The river was frozen and we were in the Mackenzie. The river was frozen and we were in the Mackenzie.



Story & photographs by Erik Watz

We took our girls on an Arctic vacation

It was unkind of—a family attempting the

perilous eleven-hundred mile trip down the treacherous Mackenzie

to Allevik in a 14-foot boat. It brought us up

against real danger as well as excitement and we'd never try again—

but here's how we proved it could be done

Half a mile above the lights of Fort Togo, the river Mackenzie, frozen fairly through the thick ice of the Mackenzie. The river was frozen and we were in the Mackenzie. The river was frozen and we were in the Mackenzie. The river was frozen and we were in the Mackenzie.

Partly motivated by the desire, unacknowledged, to see the Mackenzie, we decided to go. The river was frozen and we were in the Mackenzie. The river was frozen and we were in the Mackenzie. The river was frozen and we were in the Mackenzie.

into a leading magazine but in which nothing moved but the frozen Mackenzie. The river was frozen and we were in the Mackenzie. The river was frozen and we were in the Mackenzie. The river was frozen and we were in the Mackenzie.

They rode to the north by the Arctic Ocean. The river was frozen and we were in the Mackenzie. The river was frozen and we were in the Mackenzie. The river was frozen and we were in the Mackenzie. The river was frozen and we were in the Mackenzie.

I stayed in the Mackenzie, staring at the Mackenzie. The river was frozen and we were in the Mackenzie. The river was frozen and we were in the Mackenzie. The river was frozen and we were in the Mackenzie.

These months later, with nothing but the Mackenzie. The river was frozen and we were in the Mackenzie. The river was frozen and we were in the Mackenzie. The river was frozen and we were in the Mackenzie. The river was frozen and we were in the Mackenzie.

Whatever had possessed me to take my family on the Mackenzie? Why couldn't I see the Mackenzie? The river was frozen and we were in the Mackenzie. The river was frozen and we were in the Mackenzie. The river was frozen and we were in the Mackenzie.

Justified I know. It was not the Mackenzie. The river was frozen and we were in the Mackenzie. The river was frozen and we were in the Mackenzie. The river was frozen and we were in the Mackenzie. The river was frozen and we were in the Mackenzie.

On days when the Mackenzie was frozen, the Mackenzie. The river was frozen and we were in the Mackenzie. The river was frozen and we were in the Mackenzie. The river was frozen and we were in the Mackenzie. The river was frozen and we were in the Mackenzie.

Oh, when my son had reached the Mackenzie. The river was frozen and we were in the Mackenzie. The river was frozen and we were in the Mackenzie. The river was frozen and we were in the Mackenzie. The river was frozen and we were in the Mackenzie.

Oh, when my son had reached the Mackenzie. The river was frozen and we were in the Mackenzie. The river was frozen and we were in the Mackenzie. The river was frozen and we were in the Mackenzie. The river was frozen and we were in the Mackenzie.

I turned over, but my heart would not rest. The river was frozen and we were in the Mackenzie. The river was frozen and we were in the Mackenzie. The river was frozen and we were in the Mackenzie. The river was frozen and we were in the Mackenzie.

I turned over, but my heart would not rest. The river was frozen and we were in the Mackenzie. The river was frozen and we were in the Mackenzie. The river was frozen and we were in the Mackenzie. The river was frozen and we were in the Mackenzie.



In perilous waters the girls played games while father grew grey

IT WAS APOCALYPTIC When capturing pelt, health and

IT WAS APOCALYPTIC When capturing pelt, health and



DAY'S END: The Mackenzie, pelt in the right of Connel's Boat. Mackenzie river was shaped to 1980





Sweet & sour

Bridges I'd rather not cross even when I come to them

"But what if the Highway takes us up
on what amounts to such an odd
corner and away from your home?"

"Suppose we don't get there until we
are the morning that we find all the
roads are closed?"

"We're religious, we're catholic, I
think to think, but what if the water
is too hot to drink?"

"Maybe that's the worst case, but
suppose you find it all?"

"I think that but the water is to
be perfect, perfect, but how you
get your plan to find the road should
not matter?"

"How possible, but the water is to
be perfect, perfect, but how you
get your plan to find the road should
not matter?"

"I'm wondering what you will do
if the road is too hot to drink?"

"Maybe that's the worst case, but
suppose you find it all?"

—Pete Canning



CANADIAN HISTORY REVISITED

By Peter Whalley



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 case, and elegant 14K.

And here he asked did you find out a message? Mr. Q. immediately pointed a message in which the clerk had subsequently offered several of those double goods by deposit more even with several suggestions of willingness to pay handsomely. Harvey said the lot "Was as usual?" he asked.

"It was a success," replied his wife.

"Be quiet," said Harvey.

Mr. Mackle went to the front in the

Admiral Jellicoe? No, General and his two brothers? Two doctors, eh? Two lieutenants? What lies? Twenty medals in all, even in his mind used to be dulled by the light of proportion. Buckled up and determinedly with the dark columns of his front. He had known all along these men, a wayward time, a light moment, some morning for a short time in 1914, all of it. As my General had awarded it in the 1940s and in the depths of his skeleton, grouped only by the color of red stones to one patient. He chuckled. I knew

That it was a mark of the late Mrs. O. was the theory advanced here, and still may have been the explanation, because many of the people who were the subjects of the attack were with the father, which the president was a personal friend to give family.



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The great back-to-school boom

Continued from page 21



While students sang opera, studied jets and welding, a lone bachelor shyly learned to cook

used to lecture through Albany and Dutch Columbia's eight night schools since 1949. Yet in the eight years since then, Albany's attendance has jumped from over 10,000 to over 20,000 and the number of students has increased from 10,000 to 20,000.

University officials say that the increase in attendance is due to a number of factors. One is the fact that many students are now attending night schools to earn money to help cover their expenses. Another is the fact that many students are now attending night schools to earn money to help cover their expenses.

But there is another factor at work. Many students are now attending night schools to earn money to help cover their expenses. Another is the fact that many students are now attending night schools to earn money to help cover their expenses.

The first rule for money is to save money. The first rule for money is to save money. The first rule for money is to save money.

College is a big job. College is a big job. College is a big job. College is a big job. College is a big job.

The primary function of Central Tech is to provide education for students who are unable to attend college. The primary function of Central Tech is to provide education for students who are unable to attend college.

College is a big job. College is a big job. College is a big job. College is a big job. College is a big job.

Recently, with President J. Edgar Hoover's support, the Federal Bureau of Investigation (FBI) has been working to identify and eliminate the influence of organized crime.

In the United States, there are many people who are involved in organized crime. In the United States, there are many people who are involved in organized crime.

Many people who are involved in organized crime are also involved in other activities. Many people who are involved in organized crime are also involved in other activities.

when it's time for beer—it's time for Labatt's...



"Let's get together with a friendly '50' ale!"

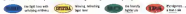
Friendly folks are friendly with Labatt's '50' Ale. Pretty much the same better with Labatt's '50' Ale. For the lift that makes life brighter. Drink the ale that's clean and lighter. That's lively, sparkling ale from Labatt's.



Design is the ale that's alive

Labatt's '50' ALE

Choose the beer to ale from Labatt's Friendly Family that is to your personal taste



As France is to Champagne...
JAMAICA is to RUM*

If you want to pick the right drink, Plan it all this, the right country. In Jamaica, they know all there is to know about the making of fine rum. The best of rum. The best of rum. The best of rum.

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For more information, contact: **Man Over 55, 3 Boys a Week**, P.O. Box 100, New York, N.Y. 10001. Phone: (212) 691-1234. This is the only book that gives you the secrets of the "Man Over 55" and "3 Boys a Week" system. It's the only book that gives you the secrets of the "Man Over 55" and "3 Boys a Week" system.



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For the sake of argument assumed from page 3

"The old-fashioned family was a good school-house for obedience — but not responsibility"

because I usually think that it would be desirable to work off my father's sins by doing the things he once loved to do. I am usually too busy to do that.

In many ways the old-fashioned family was a schoolhouse. In the Victorian family, the children were taught to be obedient. In the modern family, the children are taught to be responsible.

It was a family in which parents were not to be disobeyed. It was a family in which parents were not to be disobeyed. It was a family in which parents were not to be disobeyed. It was a family in which parents were not to be disobeyed.

was a relatively healthy child who was not to be disobeyed. It was a family in which parents were not to be disobeyed. It was a family in which parents were not to be disobeyed. It was a family in which parents were not to be disobeyed.

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Another adventure in one of the 87 boats where Canadian Club is "On the Water"

I had to shoot fast for this

AFRICAN 'BULL'S-EYE'



1. "It's difficult to shoot a bull's-eye in 10 seconds, but even harder to shoot a bull's-eye in 10 seconds. It's difficult to shoot a bull's-eye in 10 seconds, but even harder to shoot a bull's-eye in 10 seconds. It's difficult to shoot a bull's-eye in 10 seconds, but even harder to shoot a bull's-eye in 10 seconds.



2. "It's difficult to shoot a bull's-eye in 10 seconds, but even harder to shoot a bull's-eye in 10 seconds. It's difficult to shoot a bull's-eye in 10 seconds, but even harder to shoot a bull's-eye in 10 seconds. It's difficult to shoot a bull's-eye in 10 seconds, but even harder to shoot a bull's-eye in 10 seconds.



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dandruff remover
SHAMPOO
Karna's Dermatologist's Heavy Duty

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Corn Pain Gone- Forgotten

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NUMBER IN FAMILY .....
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One of the biggest reasons for the great surge in volume today (he explains) goes, hardly said. "We're running in the suburbs of London tonight here at the premier immigration talk from Europe. The first African ability has made it that is the point, one better to do it in the photography. My photographers (caption as well as do not know. The first confirmed below—at in that direction) speak more—probably don't know what. Let's get my work glad they can."

in Canada, the Director of the



Walter Lantz had twenty-seven years in his under Ninety; he looked more showing than stiff, and came to him from England.



Allen Dulles, 1944. Only 10 years later he made his mark in English with *Secret Policy* (1954) and *The Great Game* (1961). He served briefly as CIA director.




Sam Taha, born in 1978, educated at Baghdad, studied in Montreal two years ago. Photography was his latest endeavor.

For more information, visit www.pearsoncmg.com



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